



The Effect Of Digital Marketing And Brand Awareness Of Intention To Visit Millennials Generation To Tanjung Lesung

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Abstract: This research aims to determine the effect of digital marketing and brand awareness on intention to visit. The population in this study was 120 millennials. The research sample was determined by purposive sampling method of 93 samples from 120 people. The method of data analysis used is multiple linear regression analysis. The results showed that digital marketing variables (X1) contribute positively, so the better digital marketing is managed, the increased intention to visit. This is comparable to the variable Brand Awareness (X2) that has a positive effect, so that the increasing awareness of the community, especially millennials who know Tanjung Lesung, then increase the intention to visit. Simultaneously in this multiple regression research Digital Marketing (X1) and Brand Awareness (X2) effect of Intention to Visit (Y) this is shown from the results of Fvalue < Ftable or $0.000 < 0.05$.

Keywords: Digital Marketing, Brand Awareness, Visit Intention

INTRODUCTION

Tourism is an integral part of human life, especially when it comes to social and economic activities. In Indonesia, tourism plays a very important role in supporting national development and is one of the most strategic factors to increase people's income and national foreign exchange. The tourism sector contributes to foreign exchange that increases every year. Based on the results of The Travel & Tourism Competitiveness Report released by WEF (World Economic Forum) 2019, Indonesia is ranked 40th out of 140 countries in 2019 increasing from the previous ranking of 42 in 2017. With the increase in tourism, it must be balanced with good management by stakeholders for future sustainability.

The most visited tourist destination and known to tourists in Indonesia are Bali. Bali is much better known than Indonesia by the foreigners. Bali is famous as a "tourism paradise" with interesting natural beauty and local wisdom. South Bali is famous for its beautiful sea, while North Bali is a rural and exotic mountain. The rapid development of tourism in Bali, making the Ministry of Tourism form a new strategy for morning tourism spread in several regions in Indonesia to have a tourism system such as Bali, known as "10 New Bali". 10 Bali Baru is a 10 priority tourist area whose development will be accelerated by the government

and has the aim of equalization of economic growth in Indonesia. Here is a list of tourist destinations named as 10 New Bali in table 1:

Table 1. List of 10 New Bali

No.	Sights	Province
1	Danau Toba	Sumatera Utara
2	Tanjung Lesung	Banten
3	Kepulauan Seribu	DKI Jakarta
4	Pantai Tanjung Kelayang	Bangka Belitung
5	Candi Borobudur	Jawa Tengah
6	Gunung Bromo	Jawa Timur
7	Mandalika	Nusa Tenggara Barat
8	Labuan Bajo	Nusa Tenggara Timur
9	Wakatobi	Sulawesi Utara
10	Pulau Morotai	Maluku Utara

Source: Research data, 2020

One of the “New Bali” destinations is Tanjung Lesung. Tanjung Lesung is one of the areas on the coast of Pandeglang Regency, Banten which has an area of 1,500 hectares with a coastline of 15 kilometers (9.3 miles) with beautiful clean white sand, calm seas, diverse coral reefs, and high biodiversity. flora and fauna as well as exotic cultural wealth. Tanjung Lesung is a Special Economic Zone (KEK) listed in Government Regulation No.26 of 2012, and is the first tourism center which was inaugurated in February 2015. Tanjung Lesung is the entry point for tourists visiting Ujung Kulon National Park and Krakatau Island. Other Banten tours such as Banten Lama Area, Baduy Culture and Debus, island tours complement the diversity of tours in Tanjung Lesung. However, there has been a decrease in intention to visit Tanjung Lesung both before and after the 2018 tsunami disaster and the Covid-19 pandemic in early 2020. The following is the number of tourists to Tanjung Lesung in 2018 before the tsunami disaster..



Source: Tanjung Lesung Resort, 2018

Figure 1. Number of tourists Tanjung lesung in 2018

Increasing intention to visit is a part that a destination manager needs to improve. One indicator effect of intention to visit, is brand awareness. Brand awareness is the ability of a person to recognize or recall that a brand is part of a particular product category (Aaker, 2017). Strong awareness of a brand plays an important role in increasing buying intention, especially in this case intention to visit. A brand's ability to control the market will make it easier for consumers to make decisions.

Currently, the efforts of organizers or marketers to increase the intention to visit a destination has been faced with a new challenge, namely changes in attitudes and behavior of tourists in influencing their destination travel. Nowadays, many tourists visiting a destination not only want to enjoy attractions or entertainment but also want to capture

through photos or videos that are then uploaded through social media. Advances in digital technology drive all fast-paced and practical and affect all aspects, especially businesses. Digital technology is slowly changing marketing activities in practical and effective ways but can reach more engagement in a short period compared to conventional marketing methods.

In the digital era, everything can be seen by the wider public simply by opening up their social media. The large use of social media, especially among millennials, makes social media one of the right places to promote products and services (Nufus, 2018; Anggraini, 2018). Various digital marketing purposes are not only a medium for exchanging messages but users can also search for information, promote, sell, and buy products or services. Promotions offered through *tanjung lesung* digital marketing such as tour package and stay package (special package). The stakeholders and businesses must have and must face various challenges in the face of competition from the same industry to increase their sales (Ariwibowo, 2019). Currently, the efforts of organizers or marketers to increase the intention to visit a destination has been faced with a new challenge, namely changes in attitudes and behavior of tourists in influencing their destination travel. Nowadays, many tourists visiting a destination not only want to enjoy attractions or entertainment but also want to capture through photos or videos that are then uploaded through social media. Advances in digital technology drive all fast-paced and practical and affect all aspects, especially businesses. Digital technology is slowly changing marketing activities in practical and effective ways but can reach more engagement in a short period compared to conventional marketing methods.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Tourism

Tourism according to Spillane in Wahid (2015), tourism is a journey from one place to another, temporary, conducted individually or in groups, as an effort to balance or harmony and happiness with the environment in social, cultural, natural and scientific dimensions. Definition of tourism according to Scmoll in Simanjuntak and Nasution (2017), tourism is a highly decentralized industry consisting of enterprises different, location, function type organization, range of service provided and method used to market and sell them". Albana (2017) reveals that tourism is a series of activities, and the provision of services both for the needs of tourist attractions, transportation, accommodation and other services are shown to meet the travel needs of a person or group of people. The trip is only for a while to leave his residence for the purpose of resting, doing business or other purposes. Indicators of tourism strategy development, including (Isdarmanto, 2017:14):

1. Attraction
2. Amenities
3. Accessibility

Marketing

Marketing is an important activity of a business or business that aims to convey information about a product or service in meeting the needs and desires of the community through a product or service (Fadillah, 2019; Sari, 2020). According to Shimp (2010), marketing is a set of business activities and organizations create value exchanges between the business and the company itself. The definition of marketing according to Stanton (2012) is all business activities aimed at planning, pricing, promoting and distributing goods and services that can satisfy the needs of consumers. Marketing according to Kotler and Keller (2016:27) is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others.

Tourists

According to Kusumaningrum (2009), explaining that tourists are people who are not working, or are on vacation and voluntarily visit other areas to get something else.

Millenials Generation

According to Smith (2015) millennials are now a large population, and their purchasing power makes them attractive targets for the consumer industry. Millennials are a younger generation characterized by the use and adaptation of technology in their daily lives, as well as common values, life experiences, motivations and purchases behaviors. This generation was born between 1980 and 2000 (Lee and Kotler, 2016). According to Ali and Purwandi (2017:13), the grouping of generations in Indonesia is as follows,

1. Baby boomer (1946 - 1964)
2. Gen X (1965 - 1980)
3. Millenials (1981 - 2000)
4. Gen-Z (2001 - now)

Tourist Destination

Kotler (2016:29), tourist destination is a place with a form that has real boundaries or based on perception, either in the form of physical boundaries (islands), politically, and by market. The definition of a tourist destination under UU No.10 Tahun 2009, which is a geographical area within one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility, and interconnected and complementary communities. Prasiasa (2013:21) suggests that tourism destinations are a region, a place where tourists can enjoy a variety of different types of experiences during travel. Tuohino and Konu (2014) define tourist destinations as geographical areas as locations that can attract tourists to stay temporarily consisting of various tourism products, thus requiring various prerequisites to realize them.

Tourism Marketing

Yoeti (in Muljadi, 2010), tourism marketing is all activities to bring together demand and supply, so that buyers get maximum satisfaction and sales get the maximum profit with minimal risk. While the definition of tourism marketing according to Suryadana and Vanny (2015:115) is a system that coordinates various policies for companies of tourism industry group, either owned by the individuals or private government agencies. Whether local, regional, national or international to achieve tourist satisfaction.

Digital Marketing

The definition of digital marketing according to Clow and Baack (2014:276) is marketing that incorporates the components of e-commerce, internet marketing and mobile marketing. Todor (2016:52) suggests that digital marketing is a blanket term for the targeted, measurable, and interactive marketing of goods or services using digital technologies to reach and convert leads into customers and preserve them. Definition by Chaffey and Chadwick (2016:11), the application of the internet and related digital technologies in conjunction with traditional communication to achieve marketing objectives. Digital marketing indicators (Hasan, 2013:764), including:

1. Information is data or facts relating to the products or services offered.
2. The quality of web services is the quality of the service related to the content of the website.
3. Cost is the value spent in both time and money
4. Promotion, is the marketing activity of a product offered.

Brand Awareness

According to Aaker (2017:90) Brand Awareness is the ability of a prospective buyer to recognize or recall that a brand is part of a particular product category. There are four levels of brand awareness, ranging from the lowest brand awareness to the highest level, as follows: Unaware that a consumer brand unaware is unaware of a particular brand, it is difficult to recognize and recall the existing brand.

1. Brand Recognition is a minimum level of brand awareness that is brand recognition with help, for example with the help of a brand list, image listing or brand stamp.
2. Brand Recall reflects what brands consumers remember after mentioning the brand they first mentioned. Where the brands mentioned second, third, and so on are brands that occupy the brand recall in the minds of consumers.
3. Top of Mind describes the brand that the respondent first remembered or first mentioned or when in question was asked about a product category. In other words, it is the main brand of various brands that are in the minds of consumers.

Intention to visit

Intention to visit tourists is the same as purchase intention (Kotler, 2016: 198). According to Kotler and Susanto (2000: 165) intention can be defined as an impulse that comes from a person's internal stimulation that motivates action, where the impulse is effecting by the stimulus and positive feelings of a product. While buying intention according to Kinnear and Taylor (Fitriah, 2018: 77) is part of consumer behavior in consuming attitudes, the tendency of respondents to act before a purchase decision is actually made. Buying intention can be identified through the following indicators (Almanda, 2015: 19):

1. The transactional intention, which is a person's tendency to buy products.
2. The referential intention, namely the tendency of a person to refer products to others.
3. The preferential intention, the intention that describes the behavior of someone who has a primary preference for a product.
4. The exploratory intention, this intention describes the behavior of a person who is always looking for information about the product he is interested in and looking for information to support these positive traits.

METHODS

The independent variables in this study are digital marketing (X1) and Brand Awareness (X2). The dependent variable in this study is Intention to Visit (Y). This research was conducted from August to October 2020. This research uses Google Form which is sent to the millennial generation (according to the required criteria). The population of the millennial generation used is 120 millennials generation. The sampling method used was purposive or judgmental sampling and was determined based on the Slovin formula and the results obtained were 93 people.

The data analysis method used in this study used multiple linear regression methods, namely the validity and reliability tests as well as the classic assumption test (normality test, multicollinearity test, heteroscedasticity test, correlation test, determination test, multiple linear regression test, t test, and F test.) with descriptive statistical analysis which will be analyzed by describing the data that have been collected as it is, this data analysis method uses the SPSS version 26 software programs. For data collection techniques in this study using questionnaires, observation, and literature study that support this research.

RESULT AND DISCUSSION

Table 2. Validity Test

Statement	r-value Value	r-table Value	Keterangan
Statement 1	0,795	0,2017	valid
Statement 2	0,785	0,2017	valid
Statement 3	0,719	0,2017	valid
Statement 4	0,775	0,2017	valid
Statement 5	0,726	0,2017	valid
Statement 6	0,682	0,2017	valid

Statement	r-value Value	r-table Value	Keterangan
Statement 7	0,573	0,2017	valid
Statement 8	0,560	0,2017	valid
Statement 9	0,588	0,2017	valid
Statement 10	0,610	0,2017	valid
Statement 11	0,641	0,2017	valid
Statement 12	0,673	0,2017	valid
Statement 13	0,778	0,2017	valid
Statement 14	0,841	0,2017	valid
Statement 15	0,907	0,2017	valid
Statement 16	0,892	0,2017	valid

Source: Research data, 2020

Based on the results of the analysis above, the instruments distributed in the trial were all valid statements, both digital marketing, brand awareness, and intention to visit with a value of r table on the amount of data (n) = 93 with a significance level of 0.05, namely 0.2017.

Table 3. Reliability Test

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Digital Marketing	41.07	27.996	.570	.729
Brand Awareness	43.37	21.774	.647	.661
Intention to Visit	49.46	32.207	.651	.679

Source: Research data, 2020

Based on table 3, it can be concluded that the digital marketing variables, brand awareness and intention to visit are reliable. Because the Cronbach Alpha value is above 0.6, namely 0.729 respectively; 0.661; 0.679.

Table 4. Multiple Linear Regression Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.591	1.708		2.688	.009
	Digital Marketing	.201	.073	.256	2.732	.008
	Brand Awareness	.327	.063	.486	5.187	.000

a. Dependent Variable: Minat Berkunjung

Source: Research data, 2020

To determine the value of the multiple linear regression equation as follows:

$$Y = 4.591 + 0.201 X_1 + 0.327 X_2.$$

The regression equation above shows the relationship between the independent and dependent variables partially, from this equation it can be concluded:

1. The α constant value is 4.591, which states that if the Digital Marketing and Brand Awareness variable does not change or is equal to 0, the value of the Intention to Visit variable is 4.591.
2. Value (X1) of 0.201 means that if Digital Marketing increases 1% with the assumption that the variable (X2) and the constant α are 0, then Intention to Visit is 0.201. This shows that the Digital Marketing (X1) variable contributes positively, so the better digital

marketing is managed, the more intention to visit Tanjung Lesung, especially the millennial generation.

- Value (X2) on Intention to Visit (Y) is 0.327. If Brand Awareness increases 1% with the assumption of a variable (X1) and the constant α is 0, then Intention to Visit is 0.327. This shows that the Brand Awareness (X2) variable contributes positively, so that the increasing public awareness, especially the millennial generation who knows about Tanjung Lesung, will also increase the intention to visit.

T table of significance $0.05 / 2 = 0.025$ (2-tailed test) with degrees of freedom $df = 93 - 2 - 1 = 90$. The results obtained for t table are 1.987.

- The Effect of Digital Marketing (X1) on Purchase Intention (Y)

The results in the coefficients table above use the SPSS version 26 analysis calculation, then the t value for the X1 variable (digital marketing) is 2.732 with a Sig value of 0.008. The value of t value $2.732 > t$ table 1.987, and the value of Sig $0.008 < 0.05$. Thus H_{01} is rejected, H_{11} is accepted. This means that digital marketing partially affects the intention to visit Tanjung Lesung for the millennial generation.

- The Effect of Brand Awareness (X2) on Purchase Intention (Y)

The results in the coefficients table above using the SPSS version 26 analysis calculation, then the t value for the X2 variable (brand awareness) is 5.187 with a Sig value of 0.000. The value of t value $5.187 > t$ table 1.987, and the value of Sig $0.000 < 0.05$. Thus H_{02} is rejected, H_{12} is accepted. This means that brand awareness partially affects the intention to visit Tanjung Lesung for the millennial generation.

Table 5. F Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	217.370	2	108.685	33.631	.000 ^b
	Residual	287.619	89	3.232		
	Total	504.989	91			

Source: Research data, 2020

From the results of the ANOVA or F value, the calculated F value is $33.631 > F$ table is 3.10 with a significance level of $0.000 < 0.05$, it can be concluded that Digital Marketing (X1) and Brand Awareness (X2) simultaneously have an effect on Intention to Visit. (Y).

Table 6.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.604 ^a	.365	.351	2.075

Source: Research data, 2020

Based on table above, it is obtained that the R^2 (R Square) number is 0.365 or (36.5%). This shows that the percentage of the effect of the independent variables, namely Digital Marketing and Brand Awareness on the dependent variable, namely Intention to Visit is 36.5%. The variable of Intention to Visit is effect by the digital marketing variable and brand awareness of 36.5%, while 63.5% is effect by other variables that are not studied.

Based on table 6, it is obtained that the R value is 0.604, it can be concluded that the level of the relationship with an interval of 0.41 - 0.60 is declared moderate. This shows that there is a strong relationship between Digital Marketing, Brand Awareness and Millennial Generation Intention to Visit in Tanjung Lesung. Thus the correlation coefficient value of the Digital Marketing variable (X1) and the Brand Awareness (X2) variable of the Intention to Visit variable (Y) is simultaneously not greater between each variable (X2) against (Y), so as to get a higher correlation value. large, the variables (X1) and (X2) must synergize with each other.

CONCLUSIONS

The results of data processing that have been carried out resulted in several research findings as follows:

1. Digital Marketing and Brand Awareness simultaneously affect Intention to Visit.
2. The effect of digital marketing partially affects the intention to visit Tanjung Lesung for the millennials generation.
3. The effect of Brand Awareness partially affects the millennials generation Intention to Visit Tanjung Lesung.

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